

GREENSBORO PUBLIC LIBRARY BOARD OF TRUSTEES

Monday, March 20, 2017

4:00 p.m.

MINUTES

*Greensboro Public Library - Central Branch
219 North Church Street – Hemphill Board Room
Greensboro, NC 27401*

	<u>MEMBERS ATTENDING</u> (Voting)	<u>STAFF</u>	<u>ABSENT</u>	<u>LIAISON</u>
1	Carolyn Chappell, Chair	Brigitte Blanton	Bill Finley	Kay Cashion
2	Sandra Cramer, Vice Chair	Dena Keesee		
3	Trudy Atkins			
4	Netta Cox			
5	Ivan Cutler			
6	Cham Edmiston			
7	Mary Espinola			
8	Viola Fuller			
9	Penny Smith			
10	Willie Taylor			
11	Amanda Wils			

CALL TO ORDER

- Carolyn Chappell, Chair, called meeting to order at 4:01pm.
- Chair called for approval of February 20, 2017 Minutes. Motion to approve by Ivan Cutler, seconded by Viola Fuller.

CHAIR REPORT

- Chair reviewed observations from Survey taken by Board in September 2016 regarding things the Board did or didn't know a lot about that takes place at the Library (based on 4 or more responses). Discussion followed.
- Since there were a good number of "I Don't Know" responses on the Survey, Library Staff will be asked to concentrate on these areas of training for the Board.
- Chair reviewed observations from Self-Evaluation taken by Board in September 2016.
 - Discussion followed.
 - Perhaps the Board should identify topics to talk about – "a theme of the month."
 - Possibly an informal discussion with talking points.
 - Different from talking to strategic groups of people.
 - It is important that the Board cultivate individuals in your District who have an interest in libraries to replace them and get their name(s) in the GPL Data Bank. Contact information can be given to the Director to vet.
 - Add Agenda item once per quarter–Board to submit names for the GPL Data Bank.
 - Possible candidates do not have to attend City Academy.

- Board Members should be visiting Branches, talking to Branch Managers for possible persons of interest in serving on the Library's Board of Trustees.
- Some perceive the Board as being "exclusive".
- Secretary to send Interest Form to Board Members.
- Board was asked to share information they would like to have included on next year's survey.

DIRECTOR REPORT

- Deputy Director has been selected with a May hire date. Candidate has experience in community engagement.
- This is the year of One City, One Book. A selection committee is currently reviewing four books for the community to vote on. Selection Committee consists of Carolyn Chappell, Loy Newby, Sandy Neerman, and Lea Williams. Staff is prepared for programming once vote takes place. We want community involvement as well as media coverage.
 - Discussion followed regarding possible programming on substance abuse as a broader community needs to be educated.
 - It was suggested that a separate book discussion on the topic might be possible through Adult Programming.
- The Friends Annual Luncheon is scheduled for June 8th. The guest speaker is Lisa Lucas, Executive Director of the National Book Foundation. This is a major event and would be great if Board Members could attend.
- March 24th at 12:00 noon - Willie, Ivan and I will be meeting with legislators at the High Point Library where Library Director, Mary Sizemore and staff will share how library services and programs have a positive impact on our communities. At 2:00pm the legislators will come to the McNairy Branch for a hands-on technology activity facilitated by Tommy Joseph.
 - The statewide advocacy initiative: The ultimate goal, if we can secure \$7 million, is to add \$500,000 to NC Live, establish recurring funding for the NCKids Digital Library, and increase State Aid significantly.
- April 4th and April 6th we will be going before City Council and Guilford County Commissioners concerning National Library Week. We would like you to attend both meetings. We are videotaping several individual testimonies on how "libraries" transform lives to play at both meetings; Maegan Chow, daughter of Dr. Anthony Chow (Associate Professor at UNCG-School of Education, Dept. of Library & Information Studies); Justin Neal, student at NCA&T and mentee of Glenwood Branch Youth Specialist Cindy Dye; Carmen Stanford (wife, mother of 2 boys), avid user of the library. In addition, there will be random tapings of staff and patrons who will be asked how the library has transformed their lives.

COMMITTEE REPORTS

Friends of the Greensboro Public Library – Bill Finley

- Absent – See report attached.

Advocacy – Ivan Cutler

- Report attached.
- Reminder to ask your elected officials to attend a library event with you.
- Please be present at the City Council and Guilford County Commissioners meetings. There will be approximately 30,000 viewers.

Historical Museum – Cham Edmiston

- Report attached.

- Artwork at LeBauer Park is back up in the park. Janet Echelman display is back up in the Museum. Hoping to get more visitors from LeBauer Park.
- GHM is responsible for the Caldwell Center. Board of Trustees meeting being held at Caldwell in April to highlight facility. Mill is being constructed on site. Caldwell currently open two days per week.
- Murphy Collection closing after sixteen years caused a stir. However, the Museum needed space to highlight other exhibits. The Gallery reopen until June 4th. GHM and City Council have received numerous letters regarding the closing of the exhibit that have been addressed by Museum Director Carol Hart with assistance from Carla Banks, Communications and Marketing Director for the City.
 - Cham was asked to send out a short statement to the Board of Trustees and Guilford County Commissioners as to reason behind the exhibit closure.
 - Discussion followed.
 - Perhaps we could ask the individuals writing the letters, “Why is this exhibit important to you.”
 - Is there a digital collection?
 - Storage is being procured in order for the guns to be viewed.
 - AAA Guide shows this exhibit as one of the reasons to visit Greensboro.
 - Look on the positive side, you are putting another exciting exhibit in for everyone to see.
 - The Museum would be happy to arrange a tour for those interested.

OLD BUSINESS

- None

NEW BUSINESS

- Death of Bob Cone

Chair called for adjournment. Motion to adjourn by Trudy Atkins, seconded by Amanda Wils.

Meeting adjourned: 5:08pm

Observations from the Board Member Survey and Evaluation

Interesting things came to light as a result of reviewing the results of both these instruments.

Survey Results

- Areas in which a significant number of responses (4+) was “I Don’t Know.” These are areas that Library staff can concentrate on providing more information for the Board.
 - GPL effectively assessed and manages risk when considering a new service or program initiative.
 - Whether GPL serves the following populations well: Spanish-speaking resident, ESL students, Special Needs Services, Business Owners/Entrepreneurs, Mobile Device Patrons, Advanced Technology Patrons.
 - GPL’s contributions to improving the community in the following areas: Public Computing, Economic Development, Healthy Community, Workforce Development.
 - Rating the effectiveness of the Board in how well the Board and Library Foundation work together for the benefit of GPL.
- Highest areas of agreement for how GPL serves different populations were in the following areas: children, teens, adults, families, and job seekers.
- Highest areas of agreement for how GPL contributes to the community were in the following areas: early childhood literacy, public computing, and support for education.

Self-Evaluation Results

- Areas with which Board members were not satisfied (4+)
 - Willingly volunteer and use your special skills to further the library’s mission.
 - Complete all assignments in a responsible and timely manner.
 - Take advantage of opportunities to enhance the Library’s image by periodically speaking to leaders in the community about the work of the organization.
- Areas with which Board members were not sure how they did (4+)
 - Focus your attention on long-term and significant policy issues rather than short-term administrative matters.
 - Recommend qualified individuals with relevant skills and experience as possible nominees to the Board.
 - Suggest agenda items for future Board and Committee meetings.
- Areas with the highest satisfaction rate
 - Understand the mission.
 - Have a good working relationship with other Board members and the Director.
 - Prepare for and participate at Board and Committee meetings, as well as other activities of the organization.
 - Respect the confidentiality of the Board’s executive sessions.
 - Speak for the Board only when authorized to do so.
 - Avoid burdening the staff with requests for special favors.

Statewide Advocacy Initiative

The ultimate goal, if we can secure \$7 million, is to add \$500,000 to NC Live, establish recurring funding for the NCKids Digital Library, and increase State Aid significantly.

Allocation of State Aid

State Aid to Public Libraries is distributed according to a formula that allocates 50% of the total State Aid to Public Libraries appropriation as equal block grants to each eligible county, plus an additional block grant to each multi-county regional library. For example, Cumberland County Public Library and Information Center receives one block grant as a single-county library system. Pettigrew Regional Library receives five block grants: one for each of the four counties comprising the system, plus one for the region itself. Municipal libraries qualifying for State Aid do not receive block grants.

The remaining 50% of the State Aid fund is allocated as per capita income equalization grants. Each eligible regional, county and municipal library system receives a per capita grant that is inversely proportional to the local per capita income. In the most affluent system the local per capita income is approximately twice that of the least affluent. The per capita equalization grant, therefore, results in the poorest system receiving about twice as much per capita as the richest.

The State Aid legislation stipulates that the appropriation is intended to promote, aid, and equalize public library service in North Carolina. The formula does this with block grants by recognizing the county as the unit of local government that has proved most effective in guaranteeing and sustaining public library service to the largest number of people. Equal block grants also favor the least populous counties by recognizing that these smaller counties have a smaller base for support for public services. The weighted per capita grants reinforce the commitment to equalization by directing more aid to those least able to underwrite library service. These grants are available to any public library, including municipal libraries, that establishes its eligibility according to the Rules and Regulations for the Allocation of State Aid to Public Libraries.

Libraries Build Communities

North Carolina residents value their libraries because they know a library is a...

Learning Center,

Last year nearly **3,000,000** NC residents **attended** a **program** at their library. Libraries offered

 **37,000 workforce development** and  **44,000 technology classes.**

Technology Hub



Library staff **helped** over **2,000,000** people **use technology** last year.

and has the **Resources** they need.

A NC library card gets you **access** to over **483,491,528** items including **e-books**, **audiobooks**, **movies**, **music** and much more!



Last year at the Greensboro Public Library



2,761,627 library visits



4,210 programs for the community



2,538,685 items borrowed



92,116 residents attended a program



Over **335,000** information queries answered



1,528,658 uses of library computers and Wi-Fi

See below for more icons

Decreasing state aid =

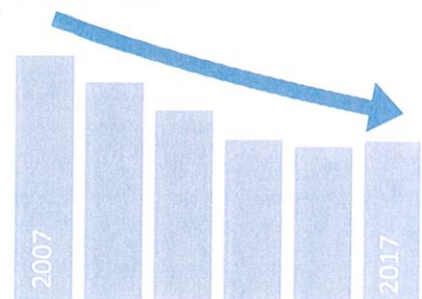


Decrease in resources available to communities



Decrease in educational programming

\$2.14/capita



\$1.41/capita

-34%

The amount State funding for libraries has decreased over the past 10 years when adjusted for inflation

NC Libraries are working to improve literacy across the state. Last year libraries offered 92,000 free early literacy programs but there is still work to be done.



62%

of NC children do not read proficiently by 4th grade

2-3

months of reading skills lost by low income children in one summer

100%

of libraries offer summer reading programs

NCKIDS
Digital Library

The NC Kids digital library offers access to over **5,267 ebooks**, audiobooks, and streaming videos for kids pre-k through 4th grade. Since launching in January 2017, over **19,105 items** have been borrowed. These materials are made available by the North Carolina Library Directors' Association, Overdrive, and the State Library with funding from the NC General Assembly.



NC LIVE

NC LIVE offers free electronic access to resources for all ages on a wide variety of topics. Ebooks, audiobooks, videos, magazines, newspapers, language-learning tools, and other on-line materials are designed for at-home use, and are available online via library websites, and through www.nclive.org.

USED
56,620,493
times last year

483,491,528

online articles,
streaming videos,
 ebooks, and more

All North Carolinians may use NC LIVE resources through their local public libraries, community colleges, or college and university libraries.

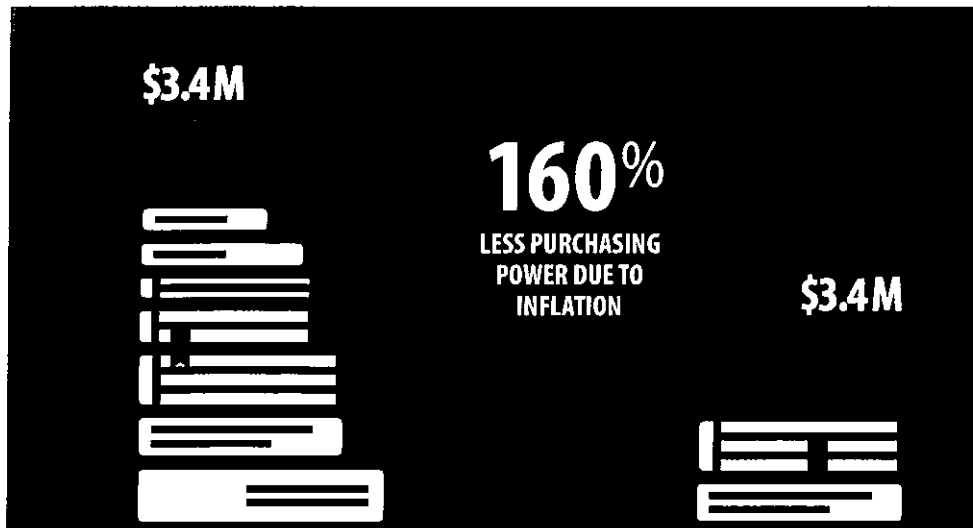
Please support an increase in NC LIVE's funding to enable the purchase of key resources which will have a direct impact on North Carolina residents across the state.



“Resources and tools from my library and NC LIVE helped me plan and open my own successful retail business

NATALIE RAMOS

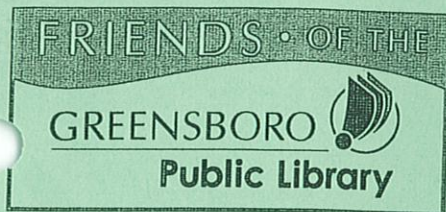
Owner, Beautiful Memories Shop
Mooreville Public Library



1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

Libraries spend
\$3.4M, and ALL North Carolinians get **ACCESS TO**
\$21.4M worth of **online content!**

NCLIVE.ORG/IMPACT



GPL Board of Trustees Meeting – March 20, 2017

FRIENDS OF THE LIBRARY COMMITTEE REPORT

At the latest meeting of the Board of Directors of the Friends of the Greensboro Public Library, Brigitte Blanton and Ivan Cutler reported on two upcoming Library advocacy events: A Day in the District on March 24, with programs and refreshments at both the High Point Public Library and the Glenn McNairy Library here in Greensboro; and meetings with the Greensboro City Council on April 4 and Guilford County Commissioners on April 6. Members of the Friends Board are invited and encouraged to attend these events on behalf of the Greensboro Public Library.

Updates on upcoming Friends activities show that preparations for Earth Day (April 1), the Spring Book Sale (April 6-8), El Dia de los Niño's (April 29), and the Annual Luncheon (June 8) are essentially complete. Brigitte reported on the progress of the book choice for One City, One Book. The initial list of books has been narrowed to four titles. The final choice will be determined by public vote. Once the choice has been made, a series of diverse programs and events will be built around this book in the Fall. The Friends will participate in these programs as appropriate.

Board member Cyndy Hayworth has agreed to take Gail Murphy's place as chair of the Board's Nominating Committee. The Board will be replacing two members—Kay Doost and Eula Jenkins—who are rotating off the Board this year.

Bill Finley
President, Friends of the Greensboro Public Library



Greensboro Public Library

Board of Trustees Meeting
Monday, March 20, 2017

Advocacy Committee Report

- Preparing to send letter templates for Trustees to invite their elected officials to the Library Branch of choice to attend an event.
- Met with Library Director to refine plans for National Library Week, April 9-15
- Preparing for March 24 Day in District, working with Guilford Delegation to General Assembly
- Preparing for appearances at City Council, April 4, and Board of Commissioners, April 6

Ivan S. Cutler
Chair, Advocacy Committee



GPL Board of Trustees Meeting – March 20, 2017 Greensboro History Museum Committee Report

Recent Museum Events of note:

- March 8: Approximately 30 people met at the Museum on International Women's Day for a Lunch & Learn with Gayle Fripp, who discussed local women marching through time.
- March 14: Guilford Courthouse National Military Park 2017 Revolutionary Lecture Series with Dr. Robert Smith, Assistant Dean of Humanities and Social Sciences of Northampton Community College in PA.
- March 18: Greensboro Women Making Herstory: Costumed interpreters portraying women from Greensboro's history, part of our acknowledgement of March as Women's History Month.

Upcoming Museum News & Events:

- March 11: The Murphy Gallery re-opened for 2+ months before closing permanently on June 4.
- April 17: Museum Guild Meeting will feature Keith Debbage, Professor of Urban Geography @ UNCG, who will discuss his projections for Greensboro over the next 10-15 years.
- April 19: The next GHM Inc. Board of Trustees meeting will take place @ the Caldwell Historical Center.
- April 23: Weaving Wonder exhibit closes.
- May 20: Generation 2.0 Exhibit opens
- Resumes are currently being considered for the Community Historian position to fill the vacancy after Linda Evans retired in September 2016.

Trustee News:

- Updating last month's report, GHM Inc.'s Shop Committee now anticipates the Museum shop relocation to the main lobby will likely be completing by September 1, not July 1.
- Field work for the annual financial audit by Gilliam, Coble & Moser was completed last week and we are optimistic the final report will be favorable.

Respectfully submitted,

Cham Edmiston
GHM Inc. President
March 13, 2017